







**Midwest Kustom Kar Enterprises  
Championship**

**Rod and Kustom  
Kar Show**

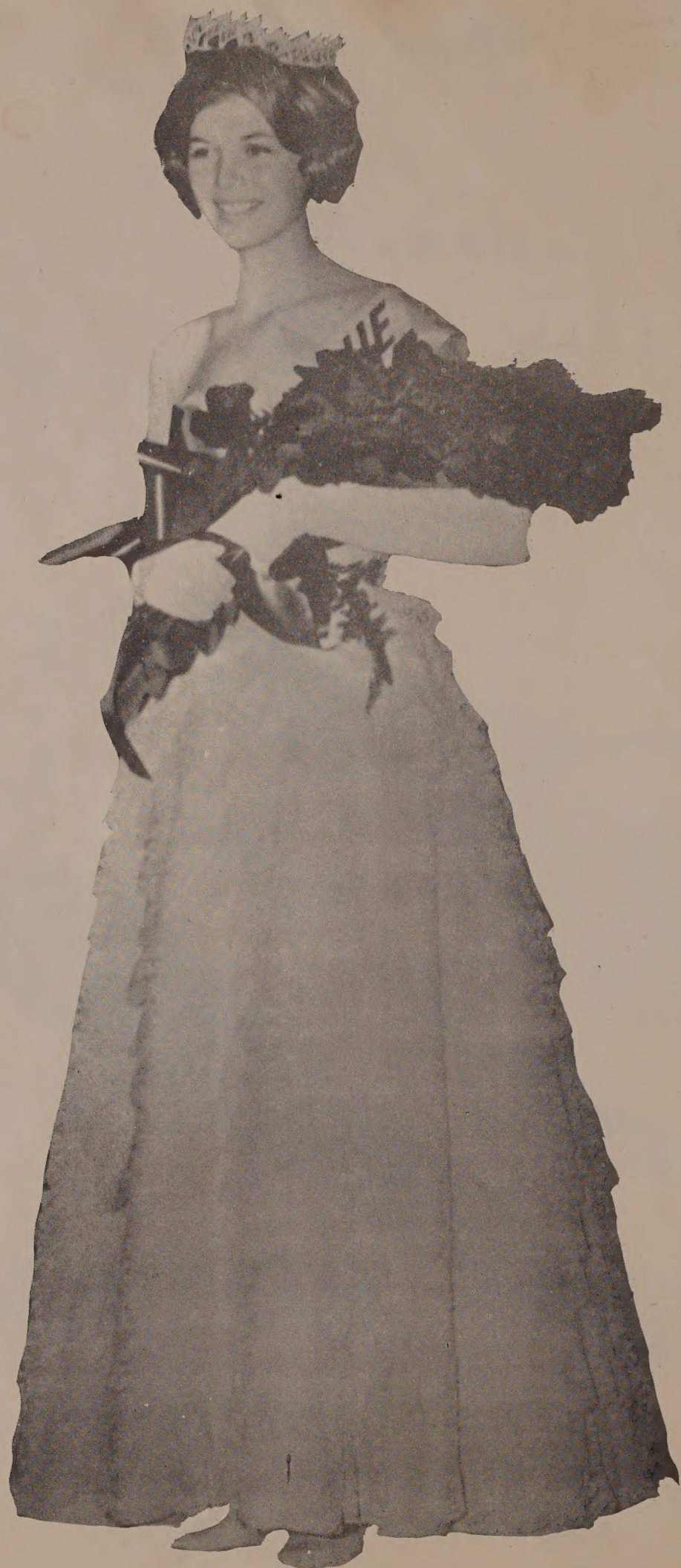


**Big Daddy  
ED ROTH'S**

**ROTAR**

**Souvenir Program  
1964**







# OFFICIALS

Show Manager-----Joe Jaramillo  
National Publicity-----Ed Roth  
Producers-----Mid-West Kustom Kar Enterprises  
Office Manager-----Mary Jaramillo  
Advertising(Sales)-----Joe Jaramillo  
Secretary and Treasurer-----Mary Jaramillo  
New Mexico Representative-----Albert Trujillo  
Texas Representative-----V. E. Christy  
California Representative-----Ed Roth

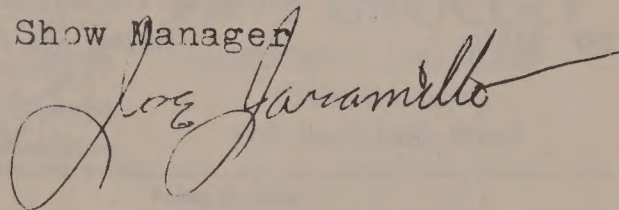
Permanent Mailing Address  
Mid-West Kustom Kar Enterprises  
411 South 3rd St.  
Belen, New Mexico

## WELCOME

The management welcomes you to the Mid-West Kustom Kar Enterprises. We have endeavored to organize and assemble under one roof, the finest array of motorized equipment in the entire Mid-West. The creations you see here are the products of our future designers and engineers, and are displayed here to promote safety and better understanding through open competition.

It is with deep appreciation and gratitude that we acknowledge our advertisers, without whose staunch support this show would not have been possible. Your patronage of these fine, civic and safety minded gentlemen will be deeply appreciated, as we know they will satisfy your requests, and courteously and promptly, as they have ours. Thank you for your interest and God bless you all---enjoy the show.

Show Manager



### AL'S GARAGE

"WHERE SERVICE COMES FIRST"

Rt. 1, Box 185A

Phone 864-8727

BELEN, NEW MEXICO



# TROPHY SPONSORS

The following merchants have made this show possible and it is our sincere wish at this time to thank them for their participation in this BIG EVENT that is designed to make our community a SAFER PLACE in which to live.



OUR PRICES ARE RIGHT  
A CALL WILL CONVINCE YOU  
**Hub City Upholstery  
& Mattress Co.**  
816 SOUTH MAIN ST.  
ON HIGHWAY 85

BERNARD SANCHEZ, OWNER

## J & J BODY SHOP

411 South 3rd St.  
Belen, New Mexico



**HENRY'S WHITE STORE**  
N. Main  
Belen, N. M.

## THE GALLEGOS COMPANY

*General Insurance Agents*

**MANUEL A. GALLEGOS**  
UN 4-4153

P. O. BOX 815

BELEN, NEW MEXICO

**SOUTHERN UNION GAS COMPANY**  
Belen, New Mexico

## KNIGHTON'S AUTOMOTIVE MACHINE SHOP

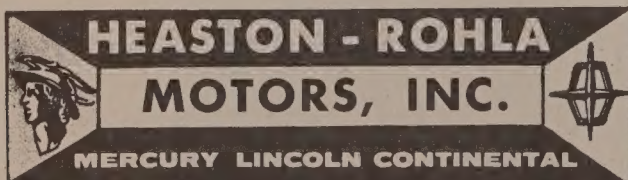
MOTOR REBUILDING  
CRANKSHAFT GRINDING

Bus. Phone CH 7-0167

221 GRANITE AVE. N. W.  
AUBUQUERQUE, NEW MEXICO

**MIKE & ERNEST'S SUPER SERVICE #2**  
EL PASO PRODUCTS  
So. Main Belen, N. M.

"IT PAY TO LOOK WELL"  
DELUX BARBER SHOP  
Two Chair Shop  
212 Becker Belen, N. M.



1318 4th, N. W. Albuquerque, N. M.



**ANGEL'S  
SNOWWHITE BAKERY**  
TABET SHOPPING CENTER  
BELEN, NEW MEXICO  
Ph. 864-4187

JAHNS - GRANT - MOON - VERTEX - OFFENHAUSER - STEWART WARNER  
ISKENDERIAN - SCHIEFER - HURST - EDELBROCK - MALLORY - ETC.

**TABET DRUG**  
Telephone UN 4-4431  
TABET SHOPPING PLAZA BELEN, NEW MEXICO

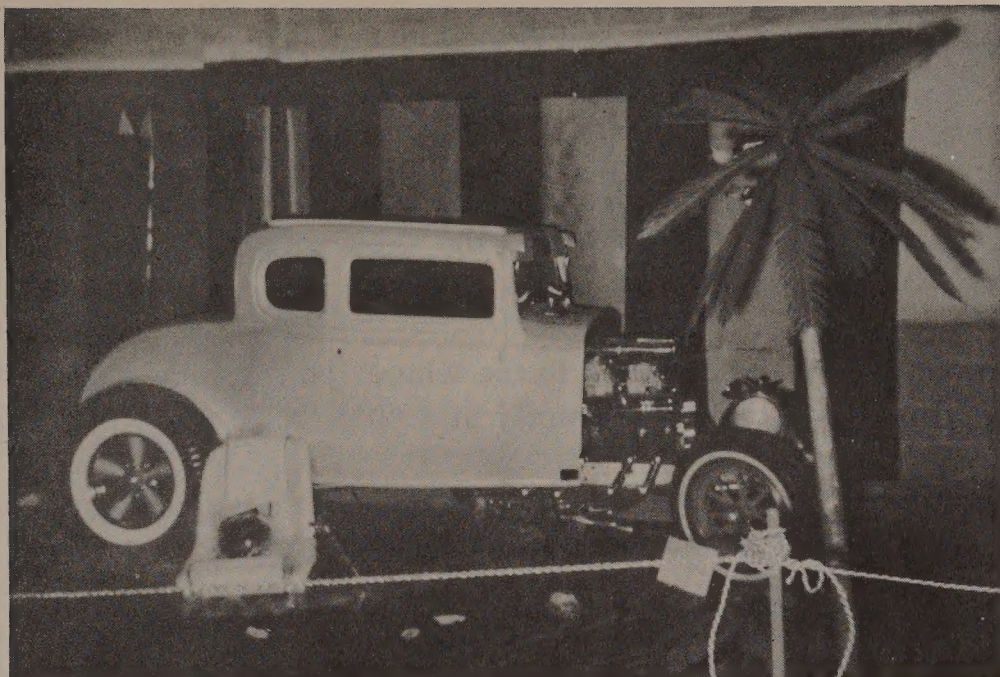
## Lee's Speed Parts

2026 Central Avenue, S.W.

Albuquerque, New Mexico

Phone 256-6427





## TOBY'S AUTO REPAIR

403 Rosemont, N.E. - Phone CH 3-2632

Albuquerque, New Mexico

BODY & PAINT WORK

## ENTRIES

1. Ed Roth- Maywood, California

"ROTAR, THE AIRCAR" designed and built by Roth Studios of Maywood, California

\*\*\*\*\*

2. Albert Trujillo- Belen, New Mexico  
"SAFARI M41"- Full custom feature car built by the J&J Body Shop, Belen, New Mexico

\*\*\*\*\*

3. V. E. Christy- Borger, Texas  
"MINNIE PEARL", 1938 Ford "60" Coupe, built by J. L. Newton, Fort Worth, Texas

\*\*\*\*\*

4. Leopold Garcia- Bernallio, New Mexico

"BUBBLES" a new style in sports car convertables (convertibles

\*\*\*\*\*

5. John Scott Jr., Santa Rosa, New Mexico. "THE FUGITIVE", Sports Dragster built by Scotts Muffler & Body Shop, Santa Rosa, New Mexico

\*\*\*\*\*

## SACHS AUTO PARTS

WHOLESALE AND RETAIL AUTOMOTIVE SUPPLIES

Phone UN 4-8781

419 S. Main

## HENRY & HENRY AGENCY

Real Estate

BELEN, NEW MEXICO

Ph. 4-8242

## TRU-AUTO PARTS

621 NO. MAIN ST.

BELEN, NEW MEXICO — PHONE 864-4278

## GROCERIES



Phone UN 4-8924

## PATS GROCERY

GROCERIES AND MEATS

OPEN SUNDAYS

800 South Main Street

Belen, N. Mex.

GET OUR PRICE BEFORE YOU BUY  
WE BUY, SELL AND TRADE

## BACA AUTO SALES

2 LOTS TO SERVE YOU

1 MILE SOUTH OF BELEN  
3 MILES NORTH OF BELEN

PHONE UN 4-8667  
PHONE UN 4-8480



BLACKSMITH

Montoya  
Bros.

Carlos Montoya





# SHOW FACTS

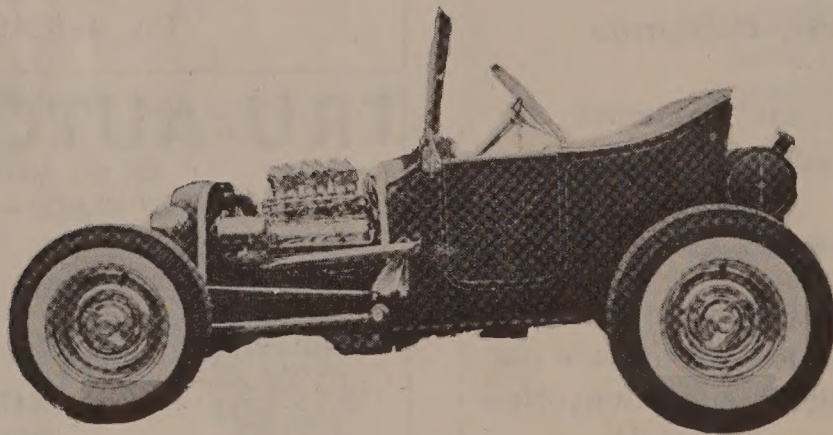
**Show Time**--The show will start promptly at 12:00 noon Friday and Saturday and continue until 12 midnight. Sunday, the final day, the show will open at 12:00 noon and continue until 8:00 p. m.

**Trophies**--Trophies will be awarded to the winner on the final day of the show. They will be made from the stage starting promptly at 8:00 p. m. Sunday, the final day.

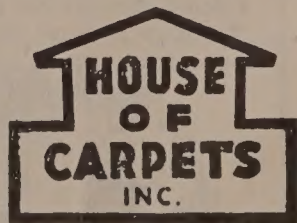
**Who can Enter**---Any car owner, builder, designer or driver may enter one or more cars in the show--each car must have an entry blank on file.

**Awards**--Awards will be made in all classes. There will be an overall trophy awarded the most beautiful car in the show, also, large trophies will be awarded for design, engineering and originality. All cars will be judged on beauty, construction, design, originality and safety--the judge's decision will be final.

**Judges**--Judges will be men of unbiased integrity and will be chosen by the management prior to the show. They will be men familiar with this type of show and experts in each phase of judging. Their decisions will be final.



*Quality Carpets  
Budget Prices*



8410 LOMAS BLVD., N.E.

ALBUQUERQUE, NEW MEXICO

SALES AND SERVICE  
PH. AM 5-1536

DICK BENNETT



Dodge Builds  
Tough Trucks



CUSTOM 880 ▲ DART ▲ POLARA

### AUGE SALES & SERVICE

600 East River Road  
BELEN, NEW MEXICO

HARRY J. AUGÉ

Bus. Phone 864-4482

## Reddy says:



REDDY KILOWATT  
Your Electric Servant

WELCOME  
TO  
MIDWEST CUSTOM  
CAR SHOW

PUBLIC SERVICE COMPANY OF NEW MEXICO  
P. O. BOX 407  
BELEN, NEW MEXICO

TEL. UN-44447

"More People Ride On Goodyear  
Tires Than on Any Other Kind"



SERVICE

STORE

320 - N. Main  
Belen, N. M.

Phone  
864-4464

ALL TYPE FENCES -- CHAIN LINK ETC.



P. O. BOX 2

ALBUQUERQUE, NEW MEXICO  
RESIDENTIAL AND COMMERCIAL

TONY  
PHONE 864-4651

NICK  
PHONE 864-7133

### DELTA AGENCY

Insurance Service

P. O. Box 465 • 217 South Main St. • Phone 864-7288  
Belen, New Mexico

—For The Best Hair Cuts in Town—  
YOU BE THE JUDGE

CALL FOR APPOINTMENTS

Union Shop

### LOUIE'S BARBER SHOP

215 South Main LOUIE PADILLA Phone 864-4582

## WILSON'S SERVICE STATION

GAS AND OIL  
WHOLESALE AND RETAIL

MAILING ADDRESS 419 N. 5TH STREET, BELEN, NEW MEXICO  
PHONES

LOS LUNAS: TO 5-9823

BELEN: UN 4-4533

## SERVICE GLASS COMPANY

COMPLETE AUTO GLASS SERVICE

Free Pickup and Delivery

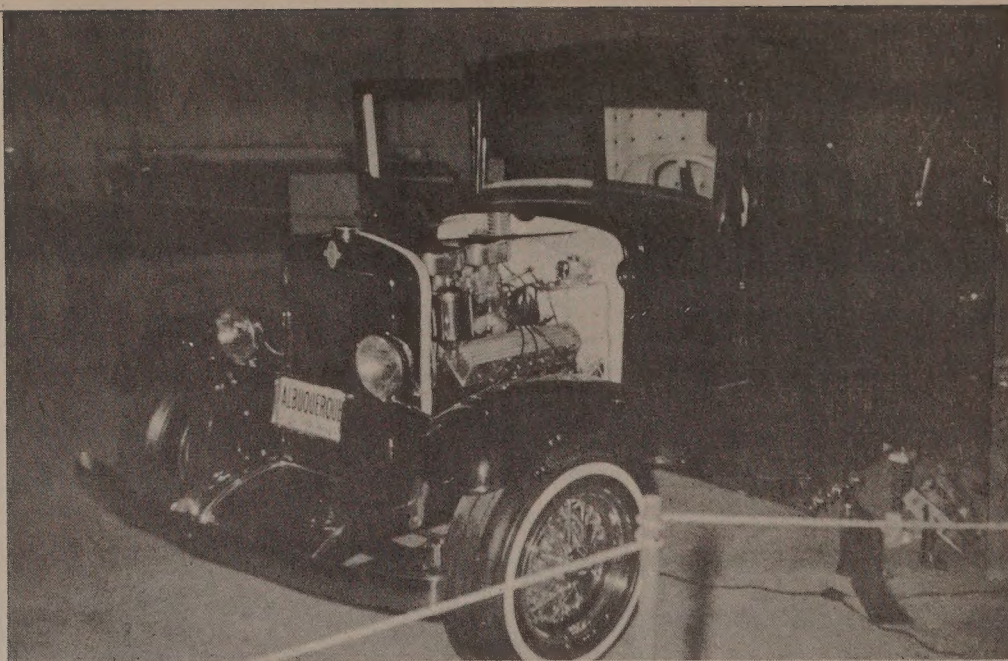
PHONE CH 3-3791

605 Fourth NW  
ALBUQUERQUE, N. M.

## ENTRIES

- X6. C.J. "Chuck" Beauchemin- Roswell,  
New Mexico- 1964 Chevy Chevelle, El Camino  
\*\*\*\*\*
- X7. Billy Stevens, Albuquerque, New Mexico  
1930 Chevy, Cadillac powered  
\*\*\*\*\*
8. Chano Martinez- Albuquerque,  
New Mexico- 1956 Chevy Full Custom  
Candied Headlights, powered by  
283 Chevy engine  
\*\*\*\*\*
- X9. Abie's Auto Sales- Albuquerque ,  
New Mexico- 1954 Full Custom Pickup,  
powered by 348 Chevy engine  
\*\*\*\*\*
- X10. Benny Jaramillo- Belen, New  
Mexico- 1951 Mercury, Semi-Custom,  
327 Chevy engine, built by the J&J  
Body Shop of Belen, New Mexico  
\*\*\*\*\*
- X11. Pete Rivera- Phoenix, Arizona  
'32 Ford Pickup powered by '57 Olds  
\*\*\*\*\*
12. Boots Frithiot- Austin, Texas  
'53 Chevy half ton Pickup, '56 modified  
mill, 283 Chevy powerplant  
\*\*\*\*\*





**SLIM'S AUTO SALES**  
**Next Door To Valley**  
**Farm Equipment Co.**  
**422 Becker Ave.**  
**Belen, New Mexico**

### **N & M SUPPLY COMPANY**

Fire Extinguisher Sales & Service  
 All Supplies for Electric or Oxygen-  
 Acetylene Welding and Cutting  
 Medical Oxygen - Medical Regulators  
 Medical Gases and Masks  
**1015 DIDIER BELEN, NEW MEXICO**  
 NESTOR S. GALLEGO  
 UN 4-4207

## **ENTRIES**

13. Andrew Sanchez- Belen, New Mexico- model cars

\*\*\*\*\*

14. S. M. Mathews- Amarillo, Texas  
 1960 V. W. Karmann Ghia with chromed  
 V. W. engine, complete interior change  
 and metal flake paint

\*\*\*\*\*

15. Ed Roth- "TWEEDIE PIE", built  
 and designed by Roth Studios of  
 Maywood, California .

\*\*\*\*\*

16. John Scott Jr. - Santa Rosa, New Mexico- 1963 Ford Pickup, Semi-Custom

\*\*\*\*\*

17. DeWane Elliott Jr.  
 Stamford, Texas- 1937 Ford  
 Pickup, Early Semi-Custom

### **VALLEY AUTO PARTS**

124 Isleta, S. W.  
 2222 Isleta, S. W.  
 Albuquerque, N. M.  
 Used Parts

## **Henry's Barber Shop**

NEW TWO CHAIR SHOP  
**Next to Ranchers Bank**

TABET SHOPPING PLAZA

HENRY MONTOYA



STATE FARM INSURANCE COMPANIES  
 HOME OFFICE - BLOOMINGTON, ILLINOIS

DICK CARBAJAL  
 AGENT

Ofc. Phone: UN 4-8241  
 Res. Phone: 864-4245

112 N. Main  
 Belen, New Mexico

PHONE 864-4047

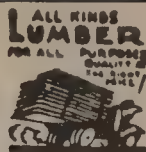
## **Belen Printing Service, Inc.**

"A Complete Printing Service"

A. L. CHAVEZ  
 Manager

213 SOUTH MAIN  
 BELEN, NEW MEXICO





## TABET LUMBER CO.

PHONE UN 4-4478

BELEN, N. MEX

LEO'S POOL HALL  
116 Becker  
Belen, New Mexico  
Ph. 4-4808

## Paul and Joe's Garage

ALL KINDS OF MECHANIC WORK AND PAINT JOB  
PROMPT SERVICE AND COURTESY

824 1/2 N. MAIN ST.

BELEN, NEW MEXICO

## SUGAR BOWL LANES

A.M.F. AUTOMATICS  
Bowl for Fun

Phone UN 4-8440

Belen. N. M.

CASTILLO'S CHEVRON  
701 N. Main  
Belen, N. M.

## Million Auto Parts

SALVAGE CARS AND PARTS

Part's Locator Service

5124-26 Second St., NW Telephone DI 4-6295  
Albuquerque, New Mexico

• Bumper Exchange

• Body Shop Supplies

Elwood (Sonny) Hedrick

W. T (Wasco) Hedrick

## TACO HOUSE

SPECIALIZING IN  
SPANISH FOOD

511 Reinken Ave.

Belen, New Mexico

## HORIZON PAINT & TILE

Accustical Ceiling

DRYWALL - PAINT - TILE

WILFRED TABET

1004 WEST CASTILLO  
BELEN



## ENTRIES

★★★★★★★★★★★★★★★★★★★★

- ✓18. Don Marchi- Albuquerque,  
New Mexico- 1956 Harley-  
Davidson Motorcycle, Full  
Custom chromed engine  
paint by George Barris

★★★★★★★★★★★★★★★★★★★★

- ✓19. Joe Martinez-  
Albuquerque, New Mexico- 1932  
Ford Pickup, Body Channeled,  
powered by 1953 Chrysler

★★★★★★★★★★★★★★★★★★★★

- ✓20. Leopold Garcia- "CITY CAR"  
from Bernallio, New Mexico

★★★★★★★★★★★★★★★★★★★★

21. Don Winterfield- Borger, Texas  
1930 Buick Sports Coupe "Classic"  
★★★★★★★★★★★★★★★★★★★★W

22. John Rood- Phoenix, Arizona  
1911 Ford Roadster bucket,  
powered by '56 Ford engine

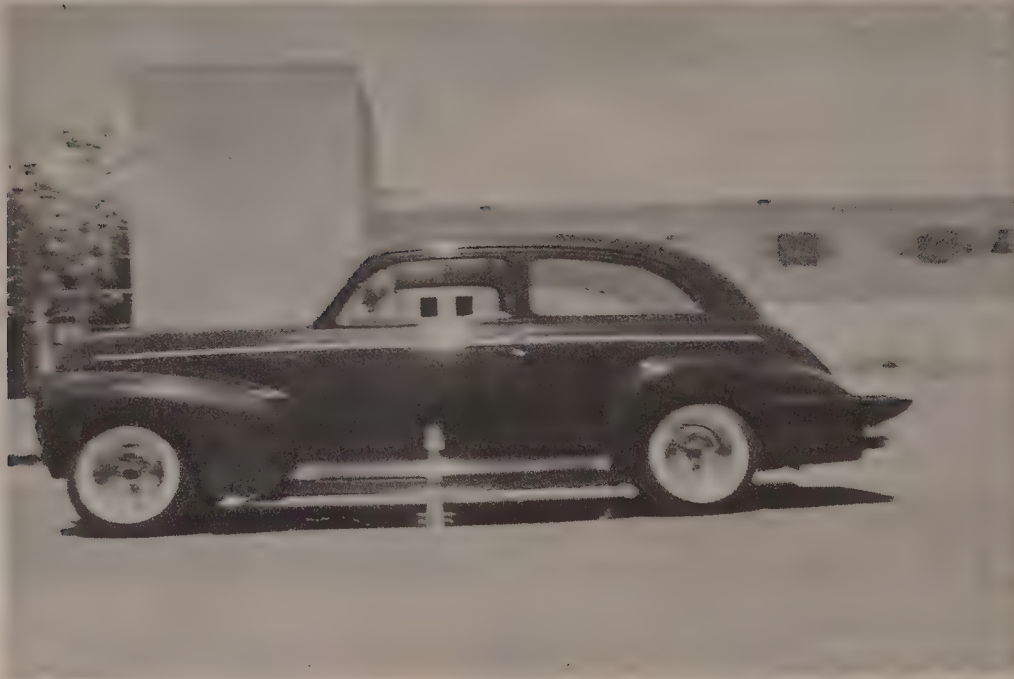
★★★★★★★★★★★★★★★★★★★★

- ✓23. The Truckster, Albuquerque,  
New Mexico- Series of Street Rods  
and Rod Pickups

★★★★★★★★★★★★★★★★★★★★

24. Don Bell- Amarillo, Texas  
1932 Ford Victoria.  
Mandarin Red, 301 Chevy with  
speed. Rolled and pleated interior





## "AN OBJECTIVE"

There is really a difference in a Hot Rod Club, and a shot rod club. One is the type of cars they represent, as you have seen at the show. Following are a few of their other differences, and objectives.

1. To promote an interest in, and a good opinion of the sports and its activities.
2. To strive for a clear understanding of organized hot rodding on the part of the public, press, law enforcement agencies, and the community as a whole.
3. To create good fellowship, sportsmanship, and citizenship among members.
4. To forward interest in automotive engineers, technicians and mechanics.
5. To improve our automobiles for pleasure and performance.
6. To promote safety in automobile maintenance and operation.

Courtesy of: RAM RODS ROD CLUB---Silver Spring, Md.

In order that we may get the point of just how strongly most of the fellows feel toward their respective automobiles, we would like to express their feelings as follows:

### "HOT RODDER'S PRAYER"

Now I Lay Me Down To Sleep  
My Hot Rod Parked Across The Street  
If It Should Roll Before I Wake  
Oh, Please Lord, Put On The Brake.  
Amen

Courtesy of: REVMASTERS HOT ROD CLUB--Linden, New Jersey









## Guaranteed Auto Parts

Open 8 to 8

7028 CENTRAL AVE., S.E. • 265-1037 • ALBUQUERQUE, NEW MEXICO

ORDER YOUR **SPEED EQUIPMENT** THERE

US AND **SAVE** UP TO **40%**

B & M	OFFENHAUSER	SCHIEFER	ELICO
WEBER	ISKONDERIAN	DOUGLASS	EDELROCK
BELL	HURST	CROWER	ENGLE

— Complete Line of Automotive Parts and Accessories —

## J&J BODY SHOP

*Specializing in: Custom Painting  
Metal Flake, Pearls, Candy Apples*

---

**Custom Body Work , Custom Pipe Work  
Overhaul, Arc and Gas Welding  
Straightening and Repair**

---

**411 So. 3<sup>rd</sup> Belen, New Mexico**



JUL	Owner's Name			JAN
AUG	Make	Yr./Model	Mileage	FEB
SEP	License No.		Serial No.	MAR
OCT	Station No.		Date	APR
NOV	Inspection Station Address		Inspector's Signature	MAY
DEC	JERRY APODACA		GOVERNOR NEW MEXICO	JUN



	80		79		78		77
--	----	--	----	--	----	--	----

Items Inspected

O K    Adjust    Replace

Beam Indicator			
Brakes			
Clearance Lamps			
Headlamps			
Horn			
License Plate Lights			
Mirrors			
Motor, Serial, Or I.D. No.			
Reflectors			
Safety Belts			
Side Marker Lamps			
Steering Mechanism			
Stop Lights			
Tail Lights			
Turn Signals			
Windshields			
Windshield Wipers			

Was a Rejection Notice issued to this vehicle during the last five (5) days for needed repairs and adjustments? YES NO (Circle one) If YES, obtain the copy of the Rejection Notice from the owner and attach to this individual report.

Individual Inspection Reports may be permitted to accumulate for only one week, then, must immediately be mailed to the Santa Fe State Office or turned in to the nearest Field Office in your area.

"MOTOR VEHICLE INSPECTION STATION OPERATORS WILL BE HELD RESPONSIBLE FOR THE ACCOUNTABILITY OF ALL INSPECTION REPORTS."

EMISSION  
CONTROL  
DEVICE

☐ YES  
☐ NO

**YOUR  
INSPECTION  
MAY  
SAVE  
A LIFE**



JAN	 <h1>NEW MEXICO</h1> <p>OFFICIAL CERTIFICATE OF INSPECTION AND APPROVAL</p> <p>DEPARTMENT OF MOTOR VEHICLES</p>	JUL
FEB		AUG
MAR		SEP
APR		OCT
MAY		NOV
JUN		DEC

77

78

79

80

EXPIRES  
Year-Month  
PUNCHED

JUN	<div style="writing-mode: vertical-rl; transform: rotate(180deg);">DMV-0019</div> <p>RETURN THIS INSPECTION REPORT To: Dept of Motor Vehicles State Capitol Building Santa Fe, New Mexico</p> <p>Registration Card <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>The undersigned certifies that he has inspected the below described vehicle. Necessary adjustments and repairs have been made as indicated.</p> <p>Issuance of a Certificate of inspection without inspecting all required items shall be cause for SUSPENSION or CANCELLATION of the Inspection Station License.</p>	DEC
MAY		NOV
APR		OCT
MAR		SEP
FEB		AUG
JAN		JUL

Reg. Owner	
Owner's Address	
Station Owner	
Address	
Inspector's Signature	
Station No.	Date
Serial No.	
License No.	
Make	Yr./Model
Total Cost of Repairs	Mileage



## Belen Phones

1916 Belen Machine & Auto Works  
Tony Brick, Prop

1920 Belen Auto Co Inc  
Edwin H Leupold

Garcia Livery Co.  
D. Garcia, Prop

OK Garage  
m J Baca, Prop

Taylor Auto Co.  
Frank R. Taylor, Prop

1925 Belen Auto Co

OK Garage

Sanchez Garage







## Frank Seminara Is New Owner Of Car Agency

Frank Seminara announced today that he is buying the Caldwell Motor Company's interest in the local Pontiac-Buick-GMC truck agency and has re-named the firm.

Formerly the Belen Motor Co., the new name is now Frank Seminara Pontiac, Buick and GMC Trucks, Inc.

Until the new transaction, Seminara had been vice president, co-owner and general manager of the Belen Motors for the past five years. He is buying interest in the company formerly owned by the late Harvey E. Caldwell.

The agency is located at 401 North Main Street. Seminara, who came here five years ago to manage the business, said the growth of the firm has been "well above my expectations." He said he plans new facilities in the future when land becomes available.

The staff has grown to two

Continued on Page 2

## Frank Seminara

Continued from Page 1

fulltime salesmen, besides the owner; three office employees and six in the shop department of the agency.

Seminara came to Belen after 21 years with the GMC and Coach division, 10 years in Chicago and 11 years as district manager of the Denver district. He has been active in local civic affairs, a member of the Rotary Club, Chamber of Commerce, immediate past chief of the Valencia County sheriff's posse and is a member of the executive board of the four-county OEO Community Action Program.



BHH C-2-1-5-9



# AUTO REPAIR ORDER

NAME: HARTN SEA 25-10-1971  
ADDRESS: 1405 N 10th St  
CITY: FORT WORTH TEXAS

QUAN.	PART NO.	NAME OF PART	SALE AMT.	CUSTOMER'S INFORMATION					
1985	HMM	FORD F-100		DATE	CUSTOMER'S ORDER NO.	WHEN PROMISED	PHONE		
	VEN	JHMAAD		YEAR • MAKE • MODEL					
1984	FORD	F-150 - REG		LICENSE NO.	MILEAGE	SERIAL NO.	MOTOR NO.		
	VEN	IFTDF15XHEA				WRITTEN BY			
1978	DODGE	RAM 350		<input type="checkbox"/> LUBE	<input type="checkbox"/> OIL CHANGE	<input type="checkbox"/> FLUSH TRANS.	<input type="checkbox"/> FLUSH DIR.		
	VEN	DD4R3350		<input type="checkbox"/> WASH	<input type="checkbox"/> POLISH				
1984	Dodge	Ram 350							
	VEN	1P2EMH							
				<b>GAS OIL &amp; GREASE</b>		<b>ACCESSORIES</b>			
				GALS. GAS		LABOR ONLY			
				QTS. OIL		PARTS			
				LBS. GREASE		ACCESSORIES			
				TOTAL GAS OIL & GREASE		GAS, OIL & GREASE			
						MISC. MERCHANDISE			
						SUBLET REPAIRS			
				<input type="checkbox"/> RETAIN PARTS		TAX			
				<input type="checkbox"/> DESTROY PARTS					
				AUTHORIZED BY					
ESTIMATE AMOUNT • PARTS & LABOR				TOTAL ACCESSORIES					

I HEREBY AUTHORIZE THE ABOVE REPAIR WORK TO BE DONE ALONG WITH THE NECESSARY MATERIAL AND HEREBY GRANT YOU AND/OR YOUR EMPLOYEES PERMISSION TO OPERATE THE CAR, TRUCK OR VEHICLE HEREIN DESCRIBED ON STREETS, HIGHWAYS, OR ELSEWHERE FOR THE PURPOSE OF TESTING AND/OR INSPECTION. AN EXPRESS MECHANIC'S LIEN IS HEREBY ACKNOWLEDGED ON ABOVE CAR, TRUCK OR VEHICLE TO SECURE THE AMOUNT OF REPAIRS THERETO.

YOU ARE ENTITLED TO A PRICE ESTIMATE FOR THE REPAIRS YOU HAVE AUTHORIZED. THE REPAIR PRICE MAY BE LESS THAN THE ESTIMATE BUT WILL NOT EXCEED THE ESTIMATE WITHOUT YOUR PERMISSION. YOUR SIGNATURE WILL INDICATE YOUR ESTIMATE SELECTION.

TEARDOWN ESTIMATE - I UNDERSTAND THAT MY CAR WILL BE REASSEMBLED WITHIN \_\_\_\_\_ DAYS OF THE DATE SHOWN IF I CHOOSE NOT TO AUTHORIZE THE SERVICES RECOMMENDED.

- 1 I request an estimate in writing before you begin repairs.
- 2 Please proceed with repairs, but call me before continuing if the price will exceed \$\_\_\_\_\_.
- 3 I do not want an estimate \_\_\_\_\_.

WILCOX & KILMER, CHICAGO

No.		Description		Amount	
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# Culp's Western Wear & Automotive and Sales

~~Samuel Thomas Wilkinson~~

Culp family moved to Belton  
in 1946. Robert Culp was the  
father of George & Glenda.

Robert Culp opened in 1948  
Culp's Shoe & Clothing  
& expanded the Business 3 times  
before his death in 1969.

Glenda his daughter was to  
marry Joe to Kenneth Joe Fisher.  
& they began to buy the Building  
& business in 1966 when Robert's  
health began to fail.

1971 ~~Joe~~ Kenneth Joe  
bought the Building near door  
Rusty's automotive, & he  
changed the name to Culp's  
Automotive & Sales,





# Valencia County Historical Society

Box 1363 • Belen, New Mexico 87002

This section of our county history book will include histories of businesses, churches, clubs, organizations, etc. A charge for this space will have to be assessed to insure that we will have enough pages in the book. Money from selling this space will allow us to buy more pages for family histories if needed. The more books purchased, the more pages the publisher will allow us. By having adequate book sales and more pages, we can be assured the publisher will use nice large type.

OLD TIME BUSINESSES should tell when their business came into existence, why they wanted to establish their company in our county, how long they have been in business, and what their contribution to the growth and development of the county has been.

For example, an old time business may have extended credit to early settlers to help them get on their feet. If so, tell about those times. Certainly these things and the people who were able to stay in the county are what makes it the place it is to live and work today. Submit photos of early days and current photos.

NEW BUSINESSES or organizations should tell why they have chosen to go into business or come into being and how they feel growth and development in the county in the past has provided an opportunity for the business or organization to succeed. If these business people came from outside the county, they should tell us about their background. Submit photos of their business and products. The book committee wants your story, not an ad.

IT IS OUR DESIRE TO SUBMIT A HISTORY OF

(name of business or organization)

FOR PUBLICATION IN THE VALENCIA COUNTY HISTORICAL SOCIETY HISTORY BOOK.

IN ORDER TO ACCOMMODATE OUR STORY AND/OR PHOTOS, WE NEED TO PURCHASE

(amount of space) AT A COST OF \$ 95.00 WE ANTICIPATE (number)  
WORDS OF COPY AND (number) PHOTOS FOR OUR STORY.

TO COMPLY WITH THE DEADLINES SET IN ORDER TO GUARANTEE THE EARLIEST POSSIBLE DELIVERY DATE FOR THE BOOK, WE AGREE TO SUBMIT OUR STORY NO LATER THAN

(deadline date)

*Chapman W. W. Supply & Sales*  
\_\_\_\_\_  
Manager/Owner/President

Address

864-8660

Phone

Date

In deciding how much space to purchase for your business or organization history, please consider the following: (1) The printer is very flexible in working with photos and copy; he can enlarge or reduce not only photos but also type size. (2) If desired, a page can be used for photos entirely, omitting all copy except descriptive captions and headings. In this case, limit the number of photos to 10. (3) When combining photos and copy, remember that one full page contains 1500 words; subtract from this number 200 words for each photo to be used.

Below is a chart of some recommended page formats. You may desire a combination of photos and copy not listed. For example, if you desire to purchase a full page and want four photos, you are entitled to 700 words after subtracting 200 words for each photo (1,500 - 800 = 700).

SIZE OF PAGE	COST OF PAGE	NO. WORDS	NO. PHOTOS
Full	\$180.00	1500	0
		1300	1
		1100	2
		900	3
		700	4
		500	5
Half	\$95.00	750	0
		550	1
		350	2
		150	3
Fourth	\$55.00	350	0
		150	1

15HHC-2-1-5.5





Glenda Fisher

864-8660

Please  
Return

1950 - Robert Culp - Owner  
0910 140-600-4104

#2  
Please Return

to 16W X 10D

Glenda Fisher

864-8660

797

44979  
Page # 308  
Page # 4  
Pic #





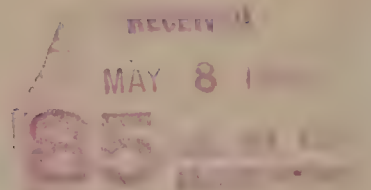
Phone 8681

## BELEN AUTO COMPANY

BELEN, NEW MEXICO

May 7, 1953.

Collector of Internal Revenue,  
Federal Bldg.,  
Albuquerque, N.Mex.



Gentlemen:

As of April 30, 1953 the business of Edwin H Leupold  
DEA Belen Auto Company has been sold to the  
Fitzpatrick Motor Co who will ~~xxxxxxx~~ continue to  
operate the business.

Will you kindly send us the neccessary forms for  
making our final report covering the month of  
April, 1953.

Yours very truly.

Belen Auto Company.,

By. *Edwin H Leupold*  
Edwin H Leupold.



You can pay more but you can't buy better!

BHHC-2-1-5-6





# Belen Ford dealership sold; new facility to be constructed

George L. Whitchurch, 32, takes over Jan. 1 as the president and general manager of the Hansen-Waldrop Ford dealership in Belen.

Ford Motor Company officials in Michigan approved Whitchurch's purchase of the dealership Wednesday from J.D. Waldrop, partner in the firm for ten years and the sole owner since 1968.

The dealership will be renamed Valley Ford Sales, Inc.

Construction of a 16,000 square foot building to house the dealership will start within 30 days, Whitchurch states.

He estimated that the new facility will be in operation by June 1, 1974 on land purchased by Valley Ford one mile north of the Hub City off Highway 85.

"I felt I'd like to get out," J.D. Waldrop explained. "I enjoyed the business and the people very much."

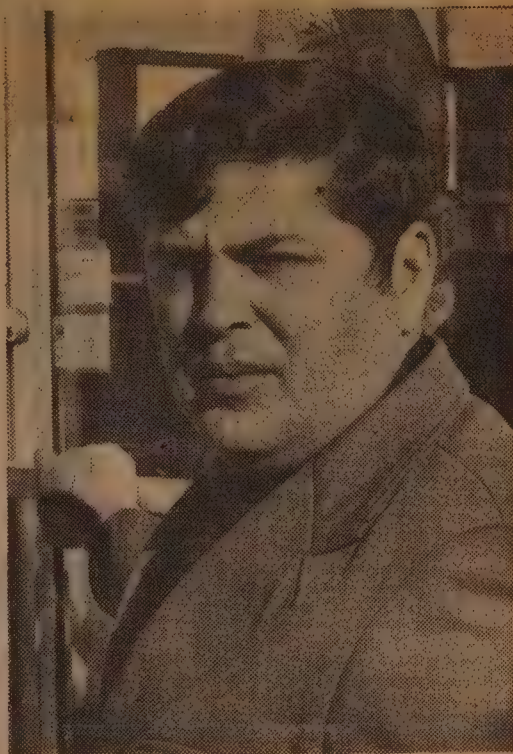
Waldrop will continue his used car and mobile home businesses, and says "Belen will remain my home."

He states that he had many offers from people seeking to purchase the dealership, but chose Whitchurch's offer because "I thought this man would fit in well with Belen."

Whitchurch, a native of Perry, Okla., has lived in Albuquerque since 1962. He started his business career with the Southwestern Investment Company in the finance area. After four years with SIC, he joined Frontier Ford in Albuquerque as a finance and sales manager. Six years later, he decided to join the Richardson Ford Sales dealership as a sales manager. He comes to Waldrop, now Valley Ford, after two years with the Rich Ford company.

The new president and his wife, Christine (Christy), plan to move to Valencia County in the near future. The couple have two children, Sherlyn Renae, 11, and Kevin Patrick, 5.

"This area has the quality of life that my family loves," Whitchurch says. "The people are the kind of people I grew up



GEORGE L. WHITCHURCH

with."

He plans to retain Waldrop Ford's 19 employees--and double employment with the completion of the new facilities in June. The dealership will continue at its present location, 723 N. Main St., until the new building is finished.

"Our new dealership is designed to meet the needs of Belen, Los Lunas and other Valencia County residents," Whitchurch explains. "We are going to triple the service area and purchase the equipment necessary to provide the fastest service available anywhere."

The new building will contain 7,500 square feet of service area under roof, plus an additional 4,960 square foot area of parts and office space, and a 2,860 square foot showroom.

"By providing our residents with this type of facility," the new owner says, "we will be doing all we can to keep Valencia County dollars in Valencia County."

He adds that he believes that this area has one of the finest growth potentials in the Southwest.

"And Ford is the best car built," the youthful Whitchurch says.

J.D. Waldrop has signed a four-year contract with Richardson Ford in Albuquerque to serve as a consultant.

"I thought George Whitchurch was the most acceptable man for Belen," he concludes.

## WEATHER

### Temperatures

Date	High	Low
Dec. 20	44	10
Dec. 21	47	9
Dec. 22	43	10
Dec. 23	43	28

FORECAST — sunny and warmer, highs in mid-40's to 50, lows in teens.

B449C 2-1-5-7

# THE HISTORY OF THE

REIGN OF

CHARLES THE FIRST

BY

JOHN BURNET

OF

SCOTLAND

IN

SEVEN VOLUMES

THE SECOND

VOLUME

OF

THE

REIGN



BHHC 2-1-5-8

## REMEMBER WHEN ...



Photos courtesy of the Los Lunas Museum of Heritage and Arts

Climaco Aguirre stands in front of his Aguirre Service Station with his dog, Fifi, in the 1930s. The Valencia Courthouse is in the background.

Courtesy of the Valencia County  
Historical Society

### Sept. 3, 1914

A large number of Belen people went out on a moonlight ride last Thursday evening, some going in autos, others on horseback.

### Sept. 12, 1946

Movies at the Oñate Theatre:  
"Days of Buffalo Bill," starring Sunset Carson

"War of the Wildcats," starring John Wayne

"Hopalong Cassidy Enters," starring William Boyd

"My Pal Trigger," starring Roy Rogers

### Sept. 3, 1958

Dear Editor: ... There is nothing in our town which we can occupy our time with. We have no place to go skating, dancing, etc., which would keep us off

## Days gone by

the streets ... We are young and want to meet kids of our own age, instead of staying home every night watching TV. The adults call us juvenile delinquents but we are only so because they make us such ... Signed, A Juvenile Delinquent

### Sept. 10, 1979

Two men reported that four men were firing shots from a vehicle as it traveled in a residential area on Route 3. Two were riding on the hood of the car ... Deputies told the foursome they were not to fire their guns toward or near any residence. Each had a hunting license.

*(Readers interested in joining the Valencia County Historical Society should contact its president, Richard Melzer, at [rmelzer@unm.edu](mailto:rmelzer@unm.edu))*



your car?

**A**“While driving, I am generally always thinking about work and city business. I also always find time to tune in to a favorite station and sing along. Often, I also think about how goofy many people drive in New Mexico and how utterly confusing 3- and 4-way stops are to most.”

**Q**What’s a myth about your profession you’d like to bust?

**A**“One of the biggest myths about a funeral professional is that we spend enormous amounts of time tending to the deceased. Realistically, a majority of time is spent tending to the needs of the living and doing our best to ensure a fitting, final farewell to a life lived. In addition, I believe in community involvement, sponsoring local events and being just as much a part of happy times as sad.”



Submitted photos

**Belen Mayor Robert Noblin, far right, and his usual crew, Lando Santillanes and his nephew, Edward; and Noblin's daughter, Karlie.**



**A**“My mother was my best friend because of her simple, non-judgmental and supportive role in my life. Prior to her death in 2020, we spoke daily and there was nothing I could not share with her. She never hesitated to let me know her thoughts and opinions, but never tried to change my mind. She also had an uncanny mother’s instinct, knowing when I needed a phone call or text message.”

“My best friend, Orlando, also has the right words for the situation, which keeps me grounded, focused and less mindful of the opinions of others.”

**Q**What’s your favorite song to sing when you’re alone?

**A**“Music is my go-to for everything. I’m the guy that can literally think of song lyrics for every situation and often don’t hesitate in using them in conversation. Probably something by Elton John. Billy





